

# ORDER

Orders	Order / Rev:	704484				
Alt Order #:						
Product Desc:	ISS/Non-Ballot					
Estimate:	11551					
Flight Dates:	08/06/12 - 08/07/12					Primary AE:
Original Date / Rev:	08/03/12 / 08/03/12					Sales Office:
Order Type:	Political					Sales Region:
Agency	Name: <b>Wired Media Partners/ POL</b>					
Buying Contact:						Billing Type:
Billing Contact:						Billing Calendar:
	11350 Random Hills Road Ste 670					Billing Cycle:
	Fairfax, VA 22030					Agency Commission:
Advertiser	Name: <b>American Federal State County Munic</b>					
Demographic:	A25-54					New Business Thru:
Product Codes:	IS-Issue/Non Ballot					Order Separation:
Priority:	P-2					Advertiser External ID:
Revenue Codes:	AGY, GEN, POL					Agency External ID:

					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/07/12	13	\$17,300.00	\$14,705.00	August 2012	13	\$17,300.00	\$14,705.00	0.00
					Totals	13	\$17,300.00	\$14,705.00	0.00

#### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	35%	\$17,300.00
Market	100%	\$49,428.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$15,817.14
WJW	29%	\$14,334.29
WOIO	4%	\$1,977.14
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/06/12	08/07/12	M-F 5-6a	CM	5a-6a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
Channel 3 News @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12															
N 2	WKYC	08/06/12	08/07/12	M-F 6-7a	CM	6a-7a	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12															
N 3	WKYC	08/06/12	08/07/12	M-F 7-9a Today	CM	7a-9a	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12															



WKYC

Order / Rev: 704484  
Alt Order #: \_\_\_\_\_  
Flight Dates: 08/06/12 - 08/07/12

Advertiser: American Federal State County Municipal

Product Desc: ISS/Non-Ballot

WKYC

Estimate: 11551